MULTIMEDIA UNIVERSITY

STUDENT ID NO

MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 2, 2022/2023

DBS5044 – PRINCIPLES OF MARKETING

(All sections/Groups)

3 JULY 2023
9.00 a.m – 11.00 a.m
(2 Hours)

INSTRUCTIONS TO STUDENT

1. This question paper consists of 6 pages with 2 sections.

2. Attempt **ALL** questions in Section A and Section B. The distribution of the marks for each question is given.

3. Please write all your answers for Section A on the OMR form provided and all answers for Section B in the Answer Booklet provided.

SECTION A: Multiple Choice Questions (20 Marks)

1. Red Giant Corporation purchased Blue Ocean Corporation by buying all its assets and ownership equity. This is an example of a(n) _____.
   A. licensing contract
   B. joint venture
   C. acquisition
   D. new product development

2. Many companies such as Facebook use _____ to pick the brains of their own employees for innovative ideas.
   A. campaigns
   B. hackathons
   C. trade events
   D. interviews

3. The new product development process begins with _____.
   A. idea generation
   B. concept development
   C. product development
   D. commercialisation

4. In the _____ stage of PLC, sales drop for many reasons, including technological advances, shifts in consumer tastes and increased competition.
   A. growth
   B. maturity
   C. decline
   D. development

5. _____ are firms that supply raw materials, components, parts, information, finances, and expertise needed to create a product or service.
   A. Raw material providers
   B. Upstream partners
   C. Suppliers
   D. Downstream partners

6. Which of the following companies uses a direct marketing channel?
   A. Trendy Collections, a fashion boutique that stocks products from different international brands.
   B. Cherry Blossom, a company that sells its cosmetics exclusively through Guardian Pharmacy (M) Sdn. Bhd.
   C. Sunshine Home Decor, a store that sells festival decorations to customers via its online click-to-order catalogues.
   D. Ultimate Dental Products Sdn. Bhd, a factory that manufactures dental products that it distributes only to dental clinics and hospitals.

Continued ...

7. Which of the following is **TRUE** regarding channel members?
   A. They are not accountable to other channel members.
   B. They act independent of each other.
   C. Their competence and cooperation don't affect the company's image or profits.
   D. They play specialised roles in the channel.

8. For which of the following product would a company use an exclusive distribution strategy?
   A. Newspapers.
   B. Chewing gum.
   C. Dairy products.
   D. Luxury cars.

9. Promotion mix is also known as _____.
   A. marketing communication mix
   B. marketing information mix
   C. marketing mix
   D. marketing intelligence

10. Maya Production Sdn. Bhd., a household products manufacturer, uses sales representatives to sell its products to wholesalers and individual customers. This is an example of _____.
   A. advertising
   B. sales promotion
   C. public relations
   D. personal selling

11. The following are the elements in the communication process **EXCEPT** _____.
   A. sender
   B. feedback
   C. seller
   D. receiver

12. Alvin, the marketing manager of Bloom Bouquets making decisions about the headline, copy, illustration, and colours for a print ad. He is determining the message _____.
   A. channel
   B. format
   C. content
   D. structure

Continued ...

13. When Upcycle Eco Sdn. Bhd. newly developed the magic eraser, the company needed to explain how the product cleans stain from walls without removing the paint. What type of campaign was **MOST** likely used by Upcycle Eco Sdn. Bhd. for the magic eraser?
    A. Informative advertising.
    B. Persuasive advertising.
    C. Reminder advertising.
    D. Interactive advertising.

14. The following factors should be considered when setting the advertising budget **EXCEPT** _____.
    A. market share
    B. stage in product lifecycle
    C. price
    D. competition

15. A brand's message can be presented in the following execution styles **EXCEPT** _____.
    A. musical
    B. fantasy
    C. symbol
    D. lifestyle

16. Which of the following promotion tools involves building up a positive corporate image and handling unfavourable stories and events?
    A. Advertising.
    B. Personal selling.
    C. Sales promotion.
    D. Public relations.

17. Follow-up is the _____ step in the personal selling process.
    A. first
    B. fourth
    C. fifth
    D. seventh

18. In the _____, separate sales forces are set up for different industries.
    A. territorial sales force structure
    B. product sales force structure
    C. customer sales force structure
    D. place sales force structure

Continued ...

19. Serena is a salesperson working for a company that manufactures farming equipment. She is involved in door-to-door sales and travels every day to call on customers. In her company, Serena is **MOST** likely a part of the _____.
    A. inside sales force
    B. outside sales force
    C. customer support team
    D. product designing team

20. Which of the following is the most effective but most expensive way to introduce a new product or create new excitement for an existing one?
    A. Cash refunds.
    B. Samples.
    C. Coupons.
    D. Premiums.

(Total: 20 marks)

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SECTION B: Structured Questions (80 Marks)

QUESTION 1

(a) Specify the **FOUR (4)** categories of consumer products with an example for each. (8 marks)

(b) Figure 1 shows the important decisions in the development and marketing of individual products and services. Fill in the missing decisions. (*Draw Figure 1 in the answer script.*) (4 marks)

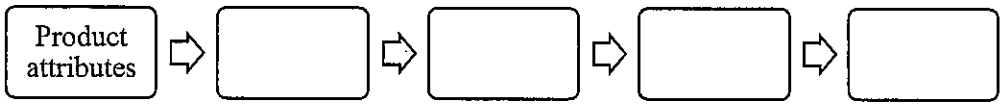

Figure 1

(c) Briefly describe the **FOUR (4)** characteristics of services. (8 marks)

(Total: 20 marks)

QUESTION 2

(a) Define the term 'price'. (3 marks)

(b) Explain the following pricing strategies with an example for each.

(i) Everyday low pricing (4 marks)
(ii) High-low pricing (4 marks)

(c) Rainbow Consumer Products Sdn Bhd is manufacturing waffle maker. It has fixed costs of RM250,000, variable costs of RM20 per unit of output, and expected unit sales of 50,000 units.

(i) Provide **TWO (2)** examples of fixed cost and **TWO (2)** examples of variable cost. (4 marks)
(ii) Compute the unit cost of a waffle maker manufactured by Rainbow Consumer Products Sdn Bhd. (5 marks)

(Total: 20 marks)

Continued ...

QUESTION 3

(a) List the **THREE (3)** steps involved in analysing competitors. (6 marks)

(b) Most companies will compete with close competitors. Provide the name of any **TWO (2)** companies which can be considered as close competitors. (1 mark)

(c) Name and describe the **THREE (3)** winning competitive positioning strategies suggested by Michael Porter. (9 marks)

(d) State the **FOUR (4)** evolving company orientations. (4 marks)

(Total: 20 marks)

QUESTION 4

(a) Companies use deceptive practices that lead customers to believe they will get more value than they do. Briefly explain the **THREE (3)** categories of deceptive practices. (9 marks)

Critics have charged that some companies practice *planned obsolescence.*

Statement 1

(b) Answer the following questions based on Statement 1.

(i) Describe 'planned obsolescence' with an example. (3 marks)
(ii) What is the critics' complaint against producers? (2 marks)
(iii) How do producers respond to the complaint you have mentioned in b(ii)? (2 marks)

(c) Velvety Engineering Group views and organises its marketing activities from the viewpoint of its buyers. Management works hard to sense, serve, and satisfy the needs of its well-defined group of buyers. Which one of the sustainable marketing principles that Velvety Engineering Group practice? Explain. (4 marks)

(Total: 20 marks)

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